CITY OF SANTA CLARA



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Campaign 2012 ETHICS



Local Election Day is Tuesday, Nov. 6, 2012!

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Vote for 4 Council Members, Chief of Police, & City Clerk for the City of Santa Clara



How much you trust your City government depends on how much you trust City leaders

Community issues come and go. It is almost impossible to predict on Election Day everything your elected officials will be asked to vote on during their term in office - or what opinion you might have about the issue when it arises. It is appropriate to research how candidates feel about specific topics that are important to the community at this point in time, but it is equally important to elect

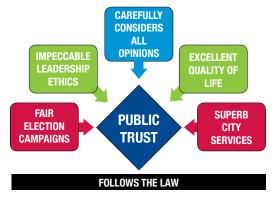
> individuals that you trust with the future of Santa Clara.

ESPECIT Who are the candidates that you can count on to do the homework, listen to public input, analyze objectively and make

> a thoughtful, fair decision? You may not always agree with how they voted, but you should feel assured that the leaders you elect are doing their best to reflect the ethics and values of the community.

The Vote Ethics program is designed to encourage residents to vote and to look closely at what candidates say and do beyond their campaign promises. There is no effort to tell you what candidates to vote for – that is your decision alone.

The City of Santa Clara is a recognized national leader for its Code of Ethics & Values and the Vote Ethics program that have the goal of increasing public trust and confidence in government by promoting and maintaining the highest standards of personal and professional conduct among the people who work in or represent the City.



Hear what the candidates have to say



Candidates Forum

Tuesday, Sept.18 7-9 p.m.

Council Chambers, 1500 Warburton Ave.

Organized by the League of Women Voters. Broadcast live on Cable Channel 15 and streamed live from the City's website. The Forum will be rebroadcast on Cable Chanel 15 on Sept. 21 and 22 at 7 p.m., Sept. 23 at 11 a.m., Oct. 17 at 7 p.m. and Nov. 5 at 4 p.m. Videotapes of the Forum will be available for checkout in the Library.

Monday, Oct. 22, is the last day to register to vote in the Nov. 6 election

Voter registration cards are available in the City Clerk's Office at City Hall, the Library, and all City fire stations as well as the Registrar of Voters Office, 1555 Berger Dr., San Jose

"Nobody will ever deprive the American people of the right to vote except the American people themselves and the only way they could do this is by not voting."

Franklin D. Roosevelt



Why it is important for **YOU** to vote

- Your vote counts! Your single vote can be a deciding factor on close elections. In one Santa Clara City Council election, a candidate won by a margin of just 3 votes.
- Voting is the most important way citizens can participate in local government.
- Today's quality of life in Santa Clara and tomorrow's future for our City depends on the decisions made by elected leaders. Who do you trust with this responsibility?
- Voting is a privilege that people all over the world wish they had. Honor American freedom and democracy by casting your ballot.
- Your community is counting on you!

The Final Word Candidates Forum Monday, Nov. 5 (night before Election Day)

> 7-9 p.m. Council Chambers 1500 Warburton Ave.

Broadcast live on Cable Channel 15 and streamed live from the City's website.

Look closely at campaign mailings



Many brochures that "endorse" a variety of candidates for different offices are actually paid-for "slate card" advertising by the candidates themselves.

The group that appears to be mailing the piece usually has a vague name that references family values, public safety, education, the environment, or even a political party. There is nothing wrong with candidates using some of their campaign funds to be part of a co-op mailing with other candidates, but is it ethical if voters are misled into thinking these are independent endorsements?

Reading the small type will tell a voter a more complete story. Use the web to research the group sending the mailer. An asterisk next to a candidate name can mean that the candidate paid to be in the mailer.

Any individual or organization can send a political mailer or place an advertisement about a candidate, without the candidate's knowledge or approval.

These efforts do not count in the candidate's reporting of how much money was spent on the campaign. This type of political marketing is called an "independent expenditure" and its purpose has been to uphold the Constitutional guarantee of free speech while encouraging an active public dialogue about candidates and issues. Requirements that candidates and their campaign workers be totally uninvolved in these efforts are strictly enforced.

Unfortunately, independent expenditures have sometimes become vehicles for nasty "hit pieces" on a candidate's opponent. Reading the small type will help a voter look at each campaign piece with a healthy dose of cynicism about its source and purpose.



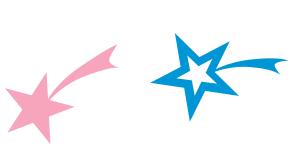
Most candidates create a committee name to accept contributions and communicate with voters.

Often, these committees have names like "Committee to elect ... 2012" or "... for City Council 2012." Campaigns are required by law to indicate the candidate or committee name, street address and city on a mass mailing totaling 200 pieces or more. Voters can contact the FPPC to clarify who is behind the committee and whether it is controlled by the candidate or another group.

California's Fair Political Practices Commission

Its mission: to promote the integrity of representative state and local government in California through fair, impartial interpretation and enforcement of political campaign, lobbying, and conflict of interest laws.

1-866-ASK-FPPC (1-866-275-3772) www.fppc.ca.gov



Show us the money

Campaign Disclosure Statements

Every candidate for public office in California is required to file periodic campaign disclosure statements that list personal financial information and sources of campaign contributions. Disclosure statements can be viewed at the City Clerk's Office or at santaclaracampaigndollars. org. Any contribution of \$100 or more must include the name, address and employer of the contributor.

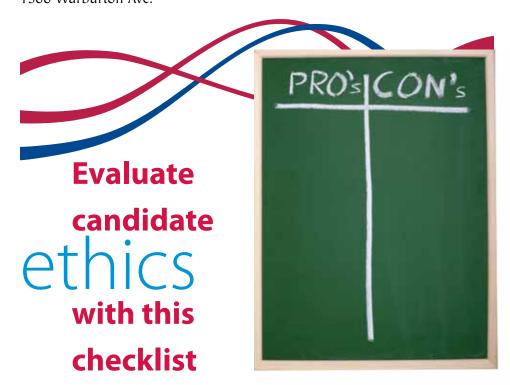


Voluntary Campaign Expenditure Limit

In 2000, the City of Santa Clara enacted a voluntary campaign expenditure ordinance. If a candidate agreed to stay within a campaign spending limitation, the candidate could accept campaign contributions from a single source of up to \$500 and the City pays half the cost of the candidate's statement of qualifications printed in the ballot pamphlet. If the candidate did not agree, contributions were limited to a maximum of \$250 from a single source and the candidate must pay 100% of the cost of having a statement of qualification printed in the ballot pamphlet [about \$2,200].

The original expenditure maximum was \$25,000 and is adjusted for cost of living increases. For the November, 2012 election, the voluntary maximum expenditure is \$36,800.

Candidates who have agreed to abide by the voluntary campaign expenditure ordinance are listed on the City's website at santaclaraca.gov and a list is available at the City Clerk's Office at City Hall, 1500 Warburton Ave.



The candidates who foster public trust are those who:

- ☐ Tell the truth about themselves
- ☐ Focus on issues relevant for Santa Clara
- ☐ Tell truths about opponents that are important for voters to know
- ☐ Point out differences between themselves and opponents that are relevant to the political office
- ☐ Treat opponents with dignity and respect
- ☐ Fight fairly and avoid demeaning or irrelevant personal attacks
- ☐ Never try to confuse or mislead voters
- ☐ Clearly identify who is behind any committee that is candidate controlled
- ☐ Take responsibility for any mistakes they make or mistakes made by volunteers or consultants
- Publicly and forcefully criticize unfair, dishonest or disrespectful attacks on other candidates from any source
- ☐ Keep their promise to conduct an issue-oriented, honest, fair and respectful campaign





What characteristics earn your trust?

How do you rate the candidates – your future City leaders – on these attributes?

Approachable
Attentive
Calming
Careful listener
Communicator
Compassionate
Competent
Consensus builder
Courteous

Courteous
Dedicated
Empathetic
Fair
Hard working
Helpful
Honest
Honorable
Impartial

Innovative

Just

Knowledgeable

LEADERSHIP



Non-judgmental Open Problem-solver Promise-keeper Professional Reliable Respectful Responsible Thoughtful Trustworthy Unbiased Understanding Visionary



Mail-in ballots are convenient, but put more responsibility on the voter to do the homework

Each election season, more and more voters are opting to vote by mail. For the Nov. 6 Election Day, the first mail-in (also referred to as "absentee") ballots are sent out the week of Oct. 8 – almost one month in advance.

Although candidates are increasingly aware that they need to get their campaign messages out early, voters who make their decisions and return

their ballots weeks before Election Day have to work harder to evaluate the qualifications of candidates.

Here are ways you can proactively seek information on candidates:

 Look for Candidate Forums hosted by community



organizations and neighborhood groups and attend as many as you can. These could be formal large gatherings, or small "meet and greet" events at someone's home.

• Visit the websites of the candidates and the SmartVoter.org website sponsored by the League of Women Voters. Remember that all of the information on these sites is provided by the candidate and campaign supporters. It is up to you to verify the accuracy of the content.

Are you registered to vote?

Q: Who is eligible to vote in California?

According to the Santa Clara Valley Registrar of Voters, the requirements are:

- At least 18 years old by Election Day
- A U.S. citizen
- A California resident
- Registered at least 15 days before the election
- Not in prison or on parole for a felony
- Not declared mentally incompetent by court action

Q: How do I register to vote?

California has postcard registration and the postcards are available at many convenient locations including:

Voting is a big responsibility for every citizen.

- Registrar of Voters, 1555 Berger Dr. Bldg #2, San Jose
- U.S. Post Offices
- Santa Clara City Library and other public libraries
- Santa Clara City Hall, 1500 Warburton Ave., Santa Clara
- Department of Motor Vehicles offices

You may also call the Registrar of Voters at 1-408-299-VOTE [8683]; or toll free 1-866-430-VOTE [8683], a postcard will be sent to you. Or you can register online through the Office of the Secretary of State at www.ss.ca.gov/elections/elections_vr.htm.

Q: What information will be required?

- Your first, middle and last names.
- Your residence address, where you live. P.O. boxes, business addresses and mailing addresses that are not your primary residence cannot be used for your residence address. If you do not have a residence address, contact the Voter Registration Division at 1-408-299-8683 for assistance.
- Your mailing address, if different from your residence address. You may receive voter information at any address you designate.
- Your birth date and birthplace (state or foreign country).
- Your California Drivers License or Identification number or the last 4
 digits of your Social Security number. As of January 1, 2003, the Help
 America Vote Act of 2002 (HAVA) added a federal regulation requiring
 this information for every voter. This information is confidential and is
 not made public at any time.
- Your political affiliation, if any. If you do not want to be affiliated with party, select "Decline to State." Forms without a party designation will automatically be registered as "Decline to State."
- Your signature.

Q: Who has access to voter registration information?

Voter registration information is available to persons or groups for election, scholarly, journalistic, political, or governmental purposes as determined by the Secretary of State. All requests to view, purchase, or use voter registration information must be accompanied by a written application. Driver's License and Social Security numbers are NOT shown on any of these publications.

Q: Does registering to vote put me on the list for jury duty?

No. Jury summons are sent randomly to U.S. citizens using a variety of source information including DMV records. Registering to vote does not increase the likelihood that you will be called for jury duty.

Say "Thank you!" to the candidates

When you are talking with candidates during this campaign season, don't forget to say "Thank you" for their willingness to step up and take a leadership role in the community.



Individuals who serve on the City Council and as Mayor spend time each week away from their family, friends, and careers to provide public service to the residents of Santa Clara and represent the City on regional and statewide boards and committees. It is a full-time responsibility that comes with only a modest stipend of about \$16,500 annually for Mayor and \$10,300 annually for Council.

Thank you, candidates, for putting yourselves out there on behalf of our community!





New role of social media in campaigning

Political analysts do not agree on the impact of social media on election campaigns. Some think it is a powerful tool,

others say it still has a long way to go to compete with traditional campaign tactics like direct mail and yard signs.

No matter
which point of
view is right,
more candidates
are adding Facebook

Fan Pages, Twitter accounts, YouTube videos and LinkedIn connections to their campaign strategies. They are inexpensive, able to reach large audiences quickly, and easy to change.

Like other campaign materials, social media can help voters form a picture of the candidate's qualifications and priorities but always remember this is un-vetted information.

Ethical Campaigning Pledge

Both the State of California and the City of Santa Clara ask candidates to sign a voluntary pledge to campaign ethically. The names of candidates who make this pledge are available online at the City's website santaclaraca.gov, and at the City Clerk's Office in City Hall, 1500 Warburton Ave.

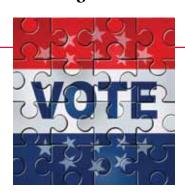
Excerpts from the State Code of Fair Campaign Practices Pledge signed by candidates

- 1. I shall conduct my campaign openly and publicly, discussing the issues as I see them, presenting my record and policies with sincerity and frankness, and criticizing the record and policies of my opponent...which merit such criticism.
- 2. I shall not use or permit the use of character defamation, whispering campaigns, libel, slander or scurrilous attacks on any candidate or his or her personal or family life.
- 3. I shall not use or permit any appeal to negative prejudice based upon race, sex, religion, national origin, physical health status, sexual orientation, or age of candidates or candidates' associates.
- 4. I shall not use or permit any dishonest or unethical practice which tends to corrupt or undermine our American system of free elections, or which hampers or prevents the full and free expression of the will of voters...
- 5. I shall not coerce help or campaign contributions for myself or any other candidates from my employees.
- 6. I shall immediately and publicly repudiate support deriving from any individual or group which resorts, on behalf of my candidacy or in opposition to that of my opponent, to methods and tactics which I condemn...
- 7. I shall defend and uphold the right of every qualified American voter to full and equal participation in the electoral process.



At the heart of the Vote Ethics program is the City's Code of Ethics & Values. Developed by the community, the Code identifies eight values that demonstrate the highest level of public service and that are fundamental to public trust. The Code guides actions and decisions every day in City Hall.

Ethical
Professional
Service-Oriented
Fiscally Responsible
Organized
Communicative
Collaborative
Progressive





Ask candidates to fight tough, but fight fair

Staying true to a code of ethics and values does not mean that a candidate is limited to only saying nice things about the opponent. America has a long history of rough-and-tumble political campaigns and a Constitutional guarantee of free speech. Ethical campaigning does not weaken the democratic process. It strengthens it by focusing the political conversation on issues and the future rather than on personal foibles and petty bickering. Campaigns can be highly critical and hard-hitting ... and still fair and ethical.

FAIR	UNFAIR
Criticism of a voting record	Personal attacks
Criticism of a policy position	Rumors and innuendo
Comparison of candidates' experience	Distortions and lies
Questions about leadership ability	Unsubstantiated charges of misconduct

Good government begins at the ballot box

As you study the list of local candidates on the ballot, think about what characteristics are found in leaders you can trust. Should the candidates you support, be...

Engaged in fair debate on tough issues?

Thoughtful and thorough in preparation?

Honest about their experience, campaign finances and policy positions?

Inspirational in their vision of the future of Santa Clara?

Committed to civility and respect?

Accountable for their actions?

Listening to and considering different points of view?



